



nami

National Alliance on Mental Illness

**Southern
Arizona**



**Celebrating 39 Years
1983-2022**

2022

ANNUAL REPORT



From the Executive Director

NAMI Southern Arizona is building on a strong foundation-in fact 2023 will mark our 40th year as a NAMI affiliate. We continue to strengthen our commitment to making a difference in the lives of all people affected by mental illness by getting our programs and support to those who need it most.

Our current fiscal year ended September 30th once again on solid ground! We continue to work hard to secure the funding needed for our upcoming fiscal year and have been very fortunate to be chosen by the Angel Charity for Children for one of their 2 large grants, which is no small feat! We will be receiving \$388,000 to expand and fund Ending the Silence (ETS) during the 2023-24 school year!

In addition, we have been fortunate to have received \$275,165 in grant support in Fiscal Year 2022. Grantors include Arizona Complete Health- SAMHSA MHBG for NAMI on Campus; MHBG CRSSAA Supplemental Funding for Ending the Silence and Text Talk Act; The Connie Hillman Foundation; Community Foundation for Southern Arizona- Angela Weir Charitable Fund, The David and Lura Lovell Foundation, Tucson Medical Center and Tucson Charity Bridge Club, Inc.

GuideStar- "is the world's largest source of information on nonprofit organizations." NAMISA has earned a Gold Seal status which is the leading symbol of non-profit transparency and accountability, presented by GuideStar, the world's largest source of non-profit information. We are hopeful this will bring more visibility with Foundations and result in additional and sustained funding. Our Annual Appeals were mailed in October and December to almost 400 current donors and members.

Here is a recap of our accomplishments for this fiscal year:

Communications and Development- Michelle (Shelly) Jernigan Communications and Events Director, Whitney Woodcock program assistant.

On October 4th, 2021 we held our annual Candlelight Vigil in promotion of Mental Illness Awareness Week at Reid Park.

Our Annual NAMIWalks fundraiser was held in person on April 2 after two virtual years. We raised \$134,905.98 with 1,113 registered participants and 77 teams. We had almost 2,000 in attendance.

In September to recognize Suicide Prevention Awareness Month, we received a Proclamation from the Pima County Board of Supervisors as well as from the Tucson Mayor and City Council. The downtown Historic Pima County Courthouse was lit up in Suicide recognition colors along with the downtown City Courthouse. We also debuted a video called "Gone Too Soon...Loved Enough for a Lifetime." This video content was created with help from family members who provided photos and quotes to remember their loved ones lost to mental illness.

In September, Barrio Brewery made a special beer called "988" in recognition of our new national mental health suicide crisis line. Circle K also sold the beer for the months of September and October as well. Proceeds from the sales are being donated to NAMI Southern Arizona. (Final amount collected will be sent to us soon)

Memberships- Becky Nuffer, Membership Coordinator, currently 313 up from 209 in 2021

Ending the Silence (ETS) –Melissa Clayton, Program Manager, Becky Nuffer and Shay Cameron-Mar, program assistants. ETS is an early intervention program providing education about mental illness to middle and high school aged youth in Southern Arizona. Due to the pandemic we have continued to provide ETS both online and in person. A total of 236 presentations were given-225 student, six parent and 5 staff presentations in this fiscal year, up from 133. Youth and individuals reached: 6,718 total, an increase of 3,200 over 2021.

Peer-to-Peer (P2P) - Yazmin Garcia Program Coordinator. We did not offer this program in person in this fiscal year; we are resuming in person training in 2023 and will continue with online Zoom. P2P-6 classes, 41 graduates; 3 Peer Leader Training- 22 Graduates; 3 Peer Support Specialist Training 22 graduates received their state PSS certification allowing them to work as a PSS in the behavioral health field. Total 85 graduates

Family-to-Family –Judy Kowalick, Program Coordinator. We completed two Series of classes this year and started one more that began the last two weeks of this year and will complete the next 6 weeks during next year. Each weekly session is 2.5 hours long for eight consecutive sessions. Rocio Castellanos was being mentored and trained by Judy since September and will be replacing Judy as the coordinator in November 2022. Total 21 graduates + 14 continuing into FY 23'

NAMI Basics- Ann Lettes, Program Coordinator. The program was offered 3 times it provides information and support to parents, guardians and other family members who provide care for youth with mental health symptoms. The program is currently available on Zoom, in-person, as well as self-instructed online. Total 17 graduates
Succession: In April 2022 Program Coordinator Ann Lettes announced plans to retire from the position in November 2022. The current Program Leader Rocio Castellanos is bilingual and was hired to assume the Program Coordinator role. Transition is in progress and will be completed November 30, 2022. In August 2022 the incoming Program Coordinator began joining these ETS presentations and scheduling outreach to Hispanic organizations

In Our Own Voice-Judi Maikoff, Program Coordinator. There were a total of 16 In Our Own Voice presentations. These presentations are given by individuals with mental illness providing their story of their challenges and how they moved into recovery.

From the Executive Director (continued)

The In Our Own Voice team talked with several churches in Tucson, the Tucson Police Academy, the Desert View campus students at PCC, Pima County Consolidated Courts, a Sorority, Southwest Gas, and other facilities. The total number of presenters for In Our Own Voice is now five with 2 new presenters in training. Total participants 383 adults

Faithnet – From October 1, 2021 through September 30, 2022 there were a total of 3 presentations. The total number of participants were 52 adults. These presentations were given to 3 churches- Lutheran Church of the Foothills, Santa Catalina Catholic Church and St. Andrews Presbyterian Church.

Suicide Prevention Presentations –there were 3 Suicide Prevention Presentation given to a total of 17 adults. The Suicide Prevention power point was developed by Judi Maikoff and the presentations began in September 2022. A total of 22 presentations and participants for all presentations was 452.

Advocacy- Resource Specialists –Anastasia Stalling and Lisa Cole assisted 725 people and 22 in person visits since June 2022 (when we reopened) through September 2022 our Resource Specialists provided support and referral assistance to individuals in crisis, over a 30% increase from the previous year.

Social Media- Michelle (Chelle) Means, Coordinator
Instagram -Followers 1204
Twitter-440 up 39 followers
Facebook – Oct 2022 1904

Support Groups-
Connections Peer Support Groups, Carter Todd, Facilitator. Are currently still being held in person on the first and third Mondays of each month. Chris Gwozdz former NAMISA board member and George Storm former NAMISA employee are co-facilitators of the group and hope to go back to meeting every week in 2023.

Family Support Groups – Shelly Jernigan, Coordinator. We currently have 7 facilitators and Elena Acoba went through the NAMI “Train the Trainers” course so she now can train facilitators. We held a total of 92 meetings serving a total of 301 participants. We had a total number of 81 that attended for the first time and 61 participants are still actively involved.

The Board of Directors has recruited seven new and diverse board members for a total of 10, elected new officers and started up the board committees. Their bios are on our website. In FY 2023 they will be developing a new three-year strategic plan that focuses on financial stability, and strengthening NAMI SA to enable us to further our mission of stigma reduction through education, support and advocacy.



About Us

The National Alliance on Mental Illness (NAMI) is the nation's largest grassroots mental health organization dedicated to improving the lives of individuals and families affected by mental illnesses. These illnesses include major depression, schizophrenia, bipolar disorder, obsessive-compulsive disorder (OCD), panic disorder, post-traumatic stress disorder (PTSD) and borderline personality disorder. NAMI is a non-profit organization with hundreds of affiliates. NAMI's goal is to provide education, support, and

advocacy to eliminate stigma and to offer hope for recovery and a fulfilling life.

Every year, regardless of race, age, religion or economic status, mental illness impacts the lives of nearly 60 million Americans. One quarter of all social security disability payments are for individuals with mental illness. Just as startling is the fact that in the United States, the economic impact of mental illnesses is estimated to be \$193 billion in lost earnings every year.

The National Institute of Mental Health reports that one in five people experience a mental health disorder in a given year. One in 25 lives with a serious mental illness, such as major depression, bipolar disorder or schizophrenia, and one in 6 children aged 6-17 experience a mental health disorder each year. Yet two-thirds go without treatment, mostly because of stigma and their inability to access care. However, up to 90% of people being treated for mental illnesses will recover, unlike many other diseases such as heart disease and diabetes which have a much lower recovery rate.

NAMI Southern Arizona offers an array of support and education programs for families and people with mental illness. For more information, contact us by calling (520) 622-5582, namisa@namisa.org or our website namisa.org.



Our Mission

NAMI Southern Arizona improves the quality of life for all those affected by mental illness.

Our Vision

Southern Arizona is a stigma-free community in which abundant resources and support exist to ensure that everyone is healthy in body and mind.

Our Values

Acceptance, Empathy, Hope,
Make a Difference, Vision

NAMI Southern Arizona would like to gratefully acknowledge the following foundations and donors for their contributions in FY 2022:

- Arizona Complete Health- SAMHSA Mental Health Block Grant
- The Connie Hillman Family Foundation
- Community Foundation for Southern Arizona: Helene Hendrikson Legacy Fund
Jasam Foundation of Arizona
William and Mary Ross Foundation
Z Fund
- The David & Lura Lovell Foundation
- Stonewall Community Foundation
- Tucson Medical Center Foundation
- Tucson Charity Bridge Club, Inc.

YOU'RE INVITED TO LEAVE A LEGACY OF HOPE



There are many reasons that individuals and family members find their way to NAMI Southern Arizona. The programs that NAMI offers (including Family to Family, NAMI Basics, Peer to Peer, Peer Leader and Peer Support Specialist Training (PSS), Ending the Silence, In Our Own Voice and the support groups) have provided a path for many of us to a more positive way of life when the difficulties of living with a mental illness seem overwhelming.

Volunteers give our time, talent and dollars to make sure that NAMI Southern Arizona continues to offer these life-changing services right now. There is an additional way that you can benefit our organization in a significant way long into the future by making a planned gift.

A planned gift is a future gift that you can make by designating NAMI Southern Arizona (or the NAMI Southern Arizona Endowment Fund*) in your will or trust, through a beneficiary designation on a financial account or in a charitable annuity or trust arrangement.

NAMI Southern Arizona established the Legacy of Hope Society in 2012 to honor those who let us know that they have designated our organization to receive a future planned gift. For more information or to let us know that you have already designated NAMI Southern Arizona in your estate plan, please contact the Executive Director, at 520-622-5582 or at namisa@namisa.org. NAMI Southern Arizona is a nonprofit 501(c)(3) organization 86-0450977.

* In 2016, the Board of Directors established the NAMI Southern Arizona Endowment Fund at the Community Foundation of Southern Arizona. An endowment is like an artesian well; it never runs dry. That's because our Fund policy prohibits spending the principal. Only the income can be used to meet the purposes of the endowment.

2022 Annual Impact Report



National Alliance on Mental Illness

our mission

NAMI Southern Arizona improves the quality of life for all those affected by mental illness.

Serving Our Community Since 1983



96,064

individuals & families reached this year by NAMI Southern Arizona

IMPACT



\$134,905

raised in NAMIwalks event for programs and services



153

presentations



2,531

volunteer hours
159 volunteers



380

classes & trainings on mental illness



160

support group meetings



5,000

People supported by NAMI SA outreach

Ending the Silence

Is an evidence based 50-minute presentation designed to give middle and high school students an opportunity to learn about mental illness. Through the presentation, and personal testimony from a young adult living in recovery, students learn how to help themselves and others in need of support.

236 presentations

6,718 students

Education & Training

Peer-to-Peer continues to be in high demand providing Peer Support Specialist training in addition to education and support. Family-to-Family classes support the family and friends of adults with a mental illness. NAMI Basics for parents and caregivers of children with a mental health disorder is now available as an online program as well as in person classes. All our programs continue to support so many in our community touched by mental illness.

40

teachers & mentors Class Graduates

139

Social Media

followers on Facebook, Instagram and Twitter are increasing exponentially in response to on-trend information and inspirational messages of support. We have more than doubled our reach by focusing on a broader and more diverse audience with an emphasis on youth.

3,548 Followers

77,419 Website visits

INITIATIVES


Education

 **nami** **Ending the Silence** 

An early intervention program that engages students, school staff and families in mental health education and discussion.

 **nami** **Family-to-Family** *

A 8-class course for family and friends of adults with mental illness.

 **nami** **Peer-to-Peer** *


A 8-class course for individuals with mental illness focusing on recovery.

 **nami** **In Our Own Voice** *

A presentation given by individuals with mental illness providing their testimonies.

 **nami** **Basics** 

A 6-class course for parents and caregivers of children with mental illness.

 **nami** **Homefront**

A 6-session educational program for families, caregivers and friends of military service members and vets with mental health conditions

Other Events & Services

 **nami** **Walks**

Our annual walk for mental illness (March/April), which is our largest awareness campaign and signature fundraising event.

May is Mental Health Awareness Month.

July is Minority Mental Health Awareness Month.

Mental Illness Awareness Week*:
Promoting events and activities throughout the first week in October.

Lending Library*:
Books, DVDs, videos, and publications are available for checkout.

Presentations*:
Provided on request for health providers, community groups, faith-based communities, businesses and others.

Support

 **nami** **Family Support Group** *

Provide the sharing of experiences, knowledge, hope and coping skills for family members and friends with a loved one with mental illness.

 **nami** **Connection** *

National Alliance on Mental Illness RECOVERY SUPPORT GROUP

A recovery-focused group for adults living with mental illness.


 **nami** **FaithNet**

Supports faith communities who want to develop a mental health ministry or simply educate their clergy, staff, and congregations about mental illness and available community resources.

Advocacy

Our Resource Specialists are available to act as your second voice and to help you:

- Understand your rights whether you are an individual with mental illness or a family member.
- Obtain mental health services and information.
- Provide guidance on how to self-advocate with the public/private mental health and legal systems.

 **FIND HELP.
FIND HOPE.**

* Program/Service available in Spanish

Follow us on:



www.namisa.org
Email-namisa@namisa.org

June 2022



NAMI

National Alliance on Mental Illness

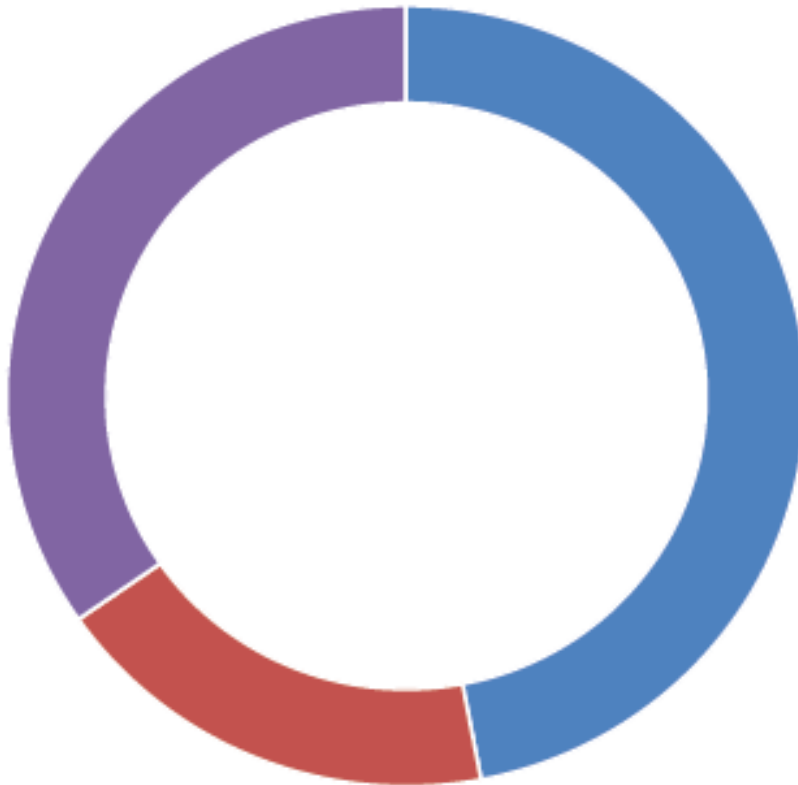
**Southern
Arizona**

**FY 2020/21 REVENUES & EXPENSES
October 1, 2020- September 30, 2021**

Net assets, beginning of year \$872,612

Net assets, end of year \$749,112

REVENUES- \$348,259



- Contributions \$177,548 -40%
- Government Contracts & Grants \$69,172 - 40%
- Fundraising/Events \$130,980 - 17.4%
- Membership Dues \$1,575 - .3 %
- Net Investments Return (loss)(\$32,750)-3.8%

EXPENSES- \$490,757



- Programs & Advocacy \$298,773 - 68%
- Fundraising \$104,969 - 10%
- Administration \$87,015 - 22%

VOLUNTEER OPPORTUNITIES

Volunteering is a way to develop greater knowledge and understanding of mental illness, explore career possibilities and gain a sense of personal satisfaction by making a difference in the lives of others.

NAMI Southern Arizona was established in 1983 and has been fortunate to have had the support and dedication of our many volunteers over the past 35 years. People in our community volunteer for many reasons. Many decide to volunteer because they have benefitted from our advocacy, education and support and wish to give back to NAMI by supporting our programs and services. Many come to us at the early stages of recovery to gain new skills, meet new people and

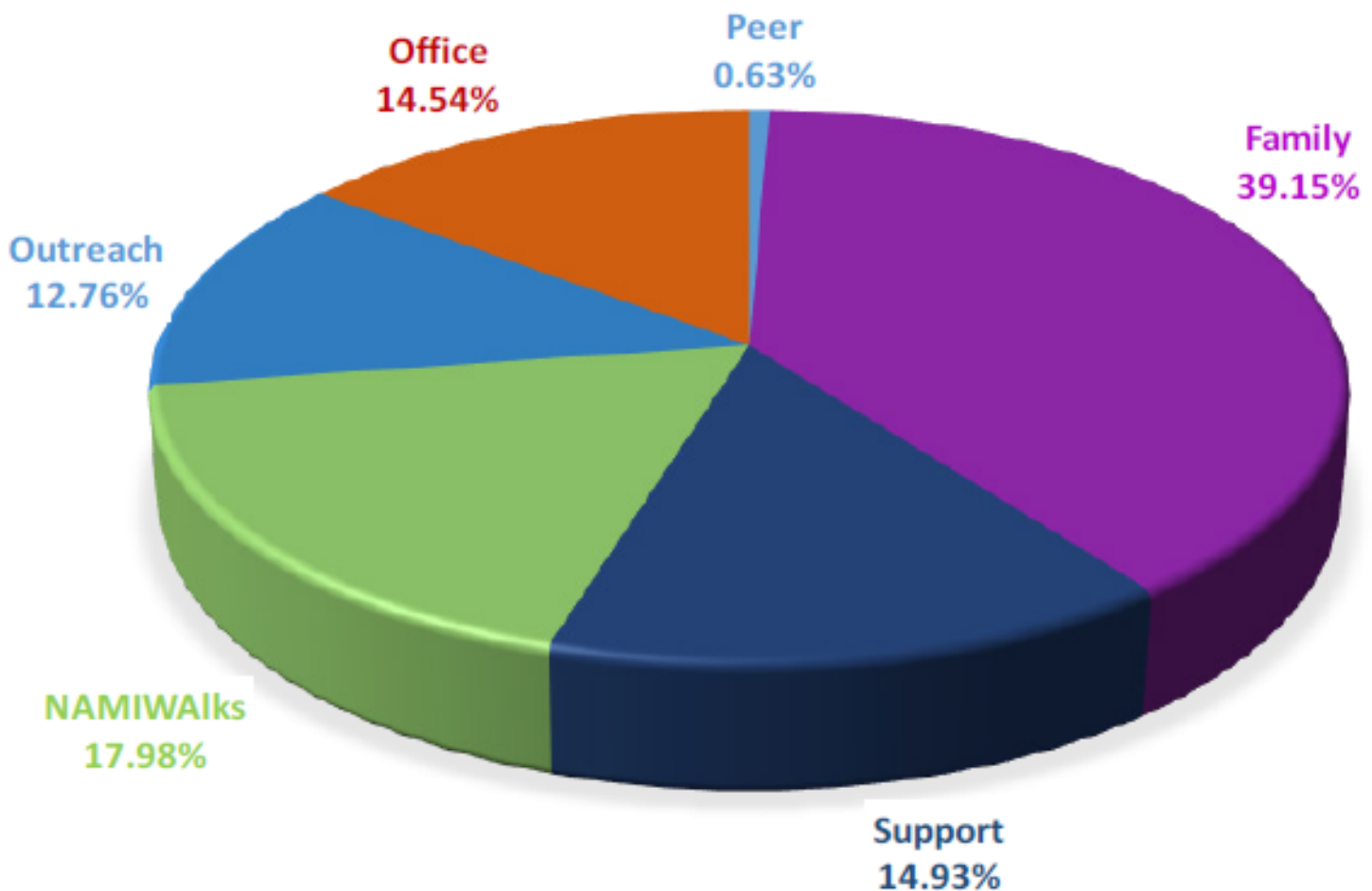
help themselves while helping others. Others volunteer to help the family members of people living with mental illness while sharing their experiences with their own loved ones to help caregivers through difficult times.

NAMI volunteers are the heart and soul of our non-profit organization and assist in a wide variety of ways to help NAMI Southern Arizona achieve its goals. To this end, NAMI accepts and encourages the involvement of volunteers at most levels of the organization and within all appropriate programs and activities.



2022 NAMI SOUTHERN ARIZONA VOLUNTEERS

2,531 HOURS
VALUE = \$79,723





Our 2022 NAMI Walks event was literally a breath of fresh air for the 1,500 to 2,000 people who joined NAMI Southern Arizona on April 2nd to celebrate Mental Health for All! It was so amazing to be together again after 2 years of living in a “virtual world.” We reached 93% of our goal, raising \$139,292. The funds we raise with our walk helps to support our programs and services, allowing us to provide them at no cost to you!



We want to thank each of our sponsors, team captains and individual fundraisers for making our first live Walk in two years such a huge success. Mark your calendars for April 1st 2023, no fooling!

NAMI Walks Report & Highlights

- ◊ Approximately 1,100 people walked and 2,000 people attended on Walk Day.
- ◊ 77 Teams consisting of families, friends and businesses!
- ◊ Our Honorary Chairs for 2022 were Mayor Ed Honea of Marana and Pima County Sheriff Chris Nanos.
- ◊ \$66,985 in-kind donations were provided-media coverage, food, snacks, water and discounts on equipment, as well as hundreds of volunteer hours. Thank You!



Let's Keep Pace

with the rising need for mental health care.

1 in 5 Adults

in the U.S. experience mental illness in the average year
— and now —

1 in 3 Adults

report experiencing symptoms of anxiety or depression



 **NAMI Walks** supports **NAMI**

And NAMI supports the

1 in 5 who experience mental illness

And the **5 in 5** who are affected by it.

YOU ARE NOT ALONE.

From every corner of the country

For every age and every background,

We walk, on the streets or in our hearts.

In a time of challenge and change,

We are united even when we appear alone.

Mental health is not for some.

MENTAL HEALTH IS FOR *all*

16TH ANNUAL NAMI Walks

National Alliance on Mental Illness

Saturday, April 2, 2022

MEDIA SPONSORS



Your partner for a safe, strong, and healthy community.

BEHAVIORAL HEALTH COALITION
OF SOUTHERN ARIZONA



THANK YOU 2022 SPONSORS!

Benefiting NAMI Southern Arizona

2022 Honorary Chairpersons



Mayor of Marana,
Ed Honea



Sheriff Chris Nanos,
Pima County Sheriff's
Department

WHY WE WALK:



- To promote awareness of mental health and reduce stigma.
- To raise funds for NAMI's mission of advocacy, education and support.
- To build community and let people know they are not alone.





NAMI Walks

YOUR WAY

Southern Arizona





stigmafree

NAMI SUPPORT GROUPS

What are NAMI Support Groups?

The NAMI Support Group model operates differently than other, more traditional, "share-and-care" groups. NAMI offers a set of key structures and group processes for facilitators to use in common support group scenarios. Our support groups ensure attendees a chance to share and participate.

A support group can provide relevant information and a connection to personal experiences. Participants listen to others' experiences, provide sympathetic understanding and establish social networks. Knowing that there are others who have shared the same experiences may create a sense of relief, as no one need face these challenges alone. NAMI has Family and Friends support groups for those who have a loved one with mental illness. For persons with mental illness, NAMI Connection is offered. There are also support groups en español: Familias y Amigos and Conexión NAMI.

Other support opportunities are the Heart-to-Heart companionship program and Creative Expressions Art Group. Heart-to-Heart bridges the gap between the community at large and the population of people living with mental illness by matching trained volunteers with people who are living with mental illness. Volunteers become a friend to someone with whom they can spend a few hours of trusting companionship each week to help them with their integration back into society. The Creative Expressions Art Group uses a variety of activities to create opportunities for transformative experiences and a positive outlet for emotions to better deal with the struggles of mental illness.



NAMI SOUTHERN ARIZONA BOARD OF DIRECTORS



Becca King, President

Becca King is the Chief Operating Officer for HOPE, Inc., another nonprofit in the community. She has over 10 years of experience working in the public behavioral health system in both program and operations roles. She has extensive leadership experience and knowledge in nonprofit management and healthcare administration, with a passion for advocacy of recovery services in an integrated healthcare system. Becca is a certified Recovery Support Specialist and facilitator of the training, identifying as a peer and family member in recovery herself.

While working for HOPE, she obtained her Bachelor's in Psychology and Master's in Public Administration from the University of Arizona. She remains an active alumna and Wildcat fan!



Jennifer Janzen, Vice President

Jennifer Janzen is the Serious Mental Illness (SMI) Eligibility Education and Training Coordinator at Solari Crisis & Human Services. Solari's Community Support Network's Eligibility and Care Services Team administers the SMI Eligibility Determination program for the state of Arizona and Jennifer provides state-wide training, coaching, and clarification on all things SMI-related, working directly with Arizona's Healthcare Cost Containment System (AHCCCS), the Tribal and Regional Behavioral Health Authorities, the Arizona Complete Care Health Plans and Behavioral Health Providers as well as community members, and community partners (like NAMI!) with

her ultimate goals of improving public access to care, making sure everyone is treated with respect and dignity, and connecting Arizonans to services and programs that will inspire hope and lead them to recovery.



Karl Wagner, Secretary

Karl Wagner is a native Tucsonan, and a proud 14-year member of USW Local 937; he, his wife Jen, and their two children participated in the 2019 strike for fair wages, workers' protections, and benefits at the local mining operation where he worked. That experience confirmed his commitment to local advocacy, and Karl refocused his energy into community social service work, a long-time dream. He became employed with Pima County Workforce development and co-manages a shelter for those who have been recently evicted, providing them with resources from job training services and behavioral health support. Karl feels strongly that everyone needs

help at some point in their life. Karl identifies as a family member of someone living with a mental illness. His love for Tucson and our community has guided him to volunteer with NAMI and Karl wants his role with NAMISA to be an opportunity to give back to a community that has given him so much.



Heather McGovern, Treasurer

Heather McGovern, MPA, identifies as a peer and family member and a proud part of the LGBTQ community. Heather has worked in various leadership roles within the behavioral health field for the last 12 1/2 years, utilizing her educational background, a Master's in Public Administration and her experience in nonprofit management, to gain knowledge and maintain best practices related to employee relations, business operations, finance and management.



Julia Jameson, Member

Julie has been in the pharmaceutical industry for 30 years, the last 18 with a focus on psychiatric illness. Her passion to help patients stems from seeing friends and family affected by mental illness and suicide. Julie has been married for over 30 years and has "an amazing 22 year old son!" She loves to volunteer and has been involved with 4-H, helped friends start a Horse rescue, and been involved with NAMI for many years. She is dedicated to helping NAMI continue to provide great services for those that need it most!

NAMI SOUTHERN ARIZONA BOARD OF DIRECTORS



Allana Lloyd-Hills, Member

I am a pharmacist with over 25 years' experience. The past 6 years were spent collaborating with providers in assisting patients with mental health issues within in-patient hospital and outpatient clinic care. My goal is to continue that work, assisting patients to receive the help needed. Joining the NAMI Board will provide an additional resource for me to make a difference. I have been married for 26 years and as the parent of two young adults, I am aware of the struggles that young people face on a daily basis. Together, we can all help for a brighter tomorrow.



Natalia Molina, Member

The daughter of Guatemalan immigrants who settled in the industrial city of Bethlehem, PA, Natalia Molina never dreamed that she would have such a robust career in politics, health education, and health promotion. The breadth and depth of her career has spanned managing programs in the realms of HIV/AIDS education and prevention, workforce development, mental health access to service to Latino seniors, food banking, breast cancer awareness and education to Latinas, volunteer retention, recruitment, and management. "One of the greatest gifts that we can offer our families and communities in the face of mental illness is to face it and talk about it. That is why I am inspired to be a part of the NAMI board."



Angel Rivers, Member

Angel Rivers MSN, APRN, FNP-C is a practitioner of family practice and medication assisted treatment (MAT). She currently works at a rural community health facility as a primary care provider and substance abuse treatment specialist. Angel has a private practice where she provides services the local community. She is passionate about helping those that suffer from mental illness and addictions. She wants to continue to contribute towards the efforts in battling the opioid crisis. Angel is a proud member of the LGBT community. She loves to travel and learn about different cultures. She is most at peace when by the water or snuggling with her golden retrievers.



Faith T. Smith, Member

Faith Smith is a paralegal in the Pima County Public Defender's adult felony unit. She is also a law student at the University of Dayton School of Law. Prior to her work with the PD's Office, Faith was employed at an estate and elder law firm that specialized in fiduciary work. As a point of contact for fiduciary clients, she often worked with clients managing mental illness and the overwhelming complexity of assets, finances, benefits, and personal care and health. As a passionate advocate for decarceration efforts, Faith interned with Women's Justice Institute and Ascend Justice, non-profit organizations based in Chicago. In her role as a NAMI Southern AZ Board Member, she will further the work in destigmatizing mental illness and promoting mental health management in her community.



David Zynda II, Member

David Zynda works in the public sector for the Greater Tucson region, engaging in issues surrounding transportation and mobility, economic development, and sustainability. In addition to his service on the NAMI Southern Arizona Board, he also frequently volunteers with the humanitarian aid group Tucson Samaritans and holds board positions in other religious organizations as well. A proud member of the LGBTQ community, David and his partner have lived in Tucson since 2018. As a family member and peer to those experiencing mental illness, David is committed to advancing the mission, vision, and values of NAMI Southern Arizona.



Several years ago, NAMI National began a major project to encourage each NAMI state organization and local affiliate to become a Center of Excellence and “re-affiliate” with the national organization. This process involves undergoing an annual financial audit, creating and/or updating our organization’s bylaws, policies and procedures according to the national guidelines and maintaining an online profile site to securely store all documents. In 2016 the NAMI Southern Arizona Board of Directors and staff undertook this challenge and NAMI Southern Arizona was designated as a Center of Excellence!

STRATEGIC PLANNING—Update

NAMI SA has a unique and important role in the community. The NAMI SA Strategic Plan 2019-2022 capitalizes on the organization’s strengths to address its most significant weaknesses related to infrastructure and fund development necessary for sustainability. The Plan also addresses the need for information (data) to effectively market its programs and services. In addition, the Plan takes advantage of the opportunities available in the current national and local environments where mental illness and mental health issues have become much more visible.

The six initiatives continuing in the 2020-2022 strategic plan are:

1. Drive Advocacy: Increase Political Advocacy
2. Empower People: Create a Vibrant Work Environment
3. Program with Purpose: Develop Programming
4. Strengthen our Structure: Enhance Board Governance
5. Fund the Future: Increase Funding
6. Organize Outreach: Increase Community Outreach

Significant progress has been made to build on the strengths and address office upgrades and improve fundraising capabilities such as designation as an Arizona Charitable Organization, Annual Appeals and building sponsorships and individual donors for the annual NAMIWalks fundraising event.

- The Board Strategic Committee will have the primary role of stewarding the plan in its remaining year and developing a plan for the next three years (2023-2025). Other Board Committees will be responsible for carrying out the action steps for each of the strategic goals in collaboration with the Executive Director and other designated staff.
- Continue to fulfill our mission “to improve the quality of life for all those affected by mental illness”.

NAMI Southern Arizona - MANAGEMENT



Christina Bickelmann, Executive Director
cbickelmann@namisa.org

Christina was promoted to the Executive Director position in April of 2020. She was introduced to NAMI and its mission in November 2013 and served as the Communications and Events Director for over 7 years before becoming the Director. Her management skills, fundraising, grant writing and grant management experience, a long with her experience in communications and program development made her a good fit within the NAMI organization. Christina came to NAMI after working for the State of Arizona in Tucson for over 17 years where she was responsible for managing a regional grant program, program development, events, community outreach and developing educational materials. "I have seen the great work and dedication of the staff and volunteers. I feel honored to be able to contribute to increasing awareness about mental illness, the importance of treatment, and reducing stigma in our community."



Shelly Jernigan, Communication & Events Director, NAMIWalk Manager
mjernigan@namisa.org

Shelly has been a part of NAMI for many years participating in the NAMIWalks as well as volunteering with such programs as Ending the Silence and NAMI Basics. She began her involvement after approaching one of NAMI's advocates seeking help for her then teenage son who had been diagnosed with several mental health disorders. She used her crusade to get appropriate help to return to school to seek a degree in Psychology in hopes she could begin to help other parents who were also struggling the way she was. Currently, as well as her work here at NAMI, Shelly is trying to gain Grant monies in order to fund and start a Juvenile Mental Health Court for Pima County. "If I can help just one parent not be ignored by the system and not go through all that I had to go through, then I will have accomplished my dreams!"



Marisol De la Rosa, Office Manager, Volunteer Coordinator
mdelarosa@namisa.org

Marisol De La Rosa started in June 2014 as our bilingual Volunteer Coordinator. She heard about the NAMIWalk at her son's school and decided that she would like to volunteer at NAMI. "I was immediately enamored with the staff at NAMI. My curiosity about mental illness and a desire to help my community led me to accept an offer to work for NAMI full time. My family tree has a significant branch and history of mental disorders ranging from minor to acute. My desire to fully understand these debilitating illnesses provides all the motivation I need to lead the volunteer services duties I perform daily. "I am grateful for this opportunity to help my community and the members who immediately benefit from all the resources that NAMI provides."



**Qualifying Charitable
Organization
Arizona Tax Credit**

**NAMISA
QCO Code
21027
up to
\$400 individual
\$800 filing jointly**

EDUCATION PROGRAMS



Rocio Castellanos, NAMI Basics Program Coordinator

rcastellanos@namisa.org

My name is Rocio Castellanos, I am 40 years old, and I married my best friend 21 years ago. We have 3 kids, two daughters, 18 and 19 years old and our eldest son, 21. I was born and raised in Nogales, Arizona, a small border town south of Tucson, I am bilingual in English & Spanish. Our family also includes 4 huskies, 3 miniature poodles, 1 amazon parrot, and 3 cats. On my days off from NAMI I work as a self-employed Certified Clinical Hypnotherapist, Life Coach and Reiki Practitioner. Prior to all of this, I previously worked for thirteen years as a Respiratory Therapist at a local hospital where I worked in different areas taking care of patients with respiratory related illnesses. I'm a passionate advocate for self-care, mental health, and overall wellbeing. This past year has been a learning curve for me as I have learned more about myself and my capabilities as I work alongside my NAMI coworkers. I enjoy meditating, reading, spending time outdoors and practicing self-soothing techniques like Reiki, a Japanese healing modality and self-hypnosis. I am in a point in my life in which I truly enjoy what I do, I am able to love what I do, I feel good, and my hope is to inspire others in doing the same.



Melissa Olsen Clayton, Ending the Silence Program Director

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Melissa was born in Atlanta, Georgia. Having lived through many diagnoses, she lives with C-PTSD. She first learned of NAMI in Southern Alabama 25 years ago when they sold her artwork for donations. She became the Program Manager for Ending the Silence in May, 2022. It has always been a dream of Melissa's to work with non-profits. She is a fur mommy, a best friend, a sister, a daughter, and a dedicated employee of NAMI-SA. She has been volunteering with NAMI-SA for about 8 years in the Peer-to-Peer, In Our Own Voice, and Ending the Silence programs. She has been married almost 19 years and has two fur-babies, J.J. and B.D.



Yazmin Garcia, Peer-to-Peer, Persona-a-Persona & Familia-a-Familia Coordinator

ygarcia@namisa.org

Yazmin heard about NAMI when she was looking for support for her son. "I was going through tough times. When I called NAMI, I started asking questions about NAMI services, and they answered all my questions. I immediately felt supported. I started getting involved with NAMI, first assisting with the Conexión NAMI support group and afterwards facilitating the group for more than 13 years. Around the same time, I started taking the Persona a Persona course. As it turned out, I took it three times. I loved it to the point that I became Persona a Persona mentor, which I've been doing for 9 years. I do advocacy for the Hispanic community and occasionally for English speaker clients. I'm a Peer-to-Peer, Persona-a-Persona, program manager, a position that allows me to help people improve their lives through these programs.



Rebekah (Becky) Nuffer, Membership Coordinator & Ending the Silence Program Assistant

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I'm Becky Nuffer. I live with Bipolar disorder, Type 2. I was referred to NAMI Southern Arizona by a friend after talking about feeling displaced in my home town. I had spent 8-9 months basically bed bound, and when I did go out, I felt like a stranger. I came to NAMI Southern Arizona to volunteer and now I am the Memberships Coordinator and the Ending the Silence Program Assistant. NAMI Southern Arizona has given me new purpose, a new mission in life. I am part of my community today. I've found lasting friends. I've found myself again. NAMI Southern Arizona has shown me the way to heal myself through service.

EDUCATION PROGRAMS



Judy Kowalick, Family-to-Family Coordinator
jkowalick@namisa.org

Judy began getting involved with NAMI Southern Arizona in 1995 when her adopted son was diagnosed with OCD. Judy started attending support groups and getting involved in the Advocacy Committee. She signed up for the NAMI Family-to-Family education Program when it started in Tucson in April 2001. Shortly thereafter she began working at NAMI Southern Arizona as the Family Education Coordinator. Judy speaks with prospective class members about the possibility to enroll in the NAMI Family-to-Family Education Program, recruits potential teachers and prepares materials for the classes. Judy is a state trainer for the NAMI Family-to-Family Teachers and NAMI Family Support Group Facilitators. Judy was recruited to be on the CIT (Crisis Intervention

Team Training) Consensus Building Panel, the same year the training began for law enforcement officers in Pima County, to help them understand and handle mental health crises.



Ann Lettes, NAMI Basics Coordinator
allettes@namisa.org

Ann joined "the club that no one wants to be a member of" in 1995 when my 8-year-old son was diagnosed with Bipolar Disorder. "I had been aware of NAMI Southern Arizona for many years as a Child and Adolescent Psychiatrist, but I did not actively become involved until 2008 when I began attending a Friends and Family Support Group and participating in NAMIwalks. Eleven years later I still attend the same Support Group. As team captain for the Lettes Fight Stigma NAMIwalks team I am glad to help raise needed funds and to contribute to visibility. I joined the NAMI-SA Board of Directors in 2009 and served until 2016. My time as Treasurer of the Board allowed me to help build the financial stability of the agency, and to help grow the agency in order to

provide free-of-charge services to as many community members as possible. I have been fortunate enough to join the Legacy of Hope and to become a Sustaining member. I decided to pursue the position of NAMI Basics Program Coordinator in order to re-vitalize this important program. I hope that because of me the path may be less rocky for others."



Judi Maikoff, In Our Own Voice and Faithnet Program Director
jmaikoff@namisa.org

Judi Maikoff is a retired Registered Nurse living with a Serious Mental Illness (SMI.) Although she considers herself in recovery, it hasn't always been so. The pressures of work as a nurse caused her to seek work outside of her field. After attempting to work in 2 local prisons and as a care giver for various organizations, she found her dream job at NAMI Southern Arizona. She is now managing the educational program Ending the Silence, which is designed for youth. Judi is thankful for the generous and energetic support she receives from all volunteers and employees who help to make the Ending the Silence program successful.

DEPRESSION AND ANXIETY ARE EVERYWHERE.

IN PIMA COUNTY: anxiety/depression disorders are identified as the top health issue.

IN THE US: 19.1% of American adults live with anxiety disorders.

IN THE WORLD: depression is the leading cause of disability.



SUPPORT STAFF



Whitney Woodcock, Communication & Events Assistant

eventassist@namisa.org

Whitney Woodcock is an artist, graphic designer, mom, photographer, writer, and MSW candidate. After over a decade of working in digital marketing and even longer than that being a graphic designer and web designer, she is embarking on a new career in mental health. Whitney studied Illustration at the Ringling College of Art in Sarasota, Florida, and is currently undertaking her Master of Social Work degree with Arizona State University. She is absolutely thrilled to be working at NAMI Southern Arizona, furthering their mission with this wonderful and supportive group of people.



Michelle "Chelle" Means, Social Media

media-assist@namisa.org

Michelle "Chelle" Means first joined NAMISA by taking our Peer-to-Peer classes in April 2017. Her goal is to advocate and educate for those living with mental illness, and help end the stigma. After getting her certification, she joined on as a member and volunteer in our outreach and Ending the Silence program as a Young Adult presenter. At the end of December 2017, she became the Volunteer Social Media Coordinator, and was hired on as of July 2018 helping promote, educate, and provide resources utilizing social media. She currently manages our Facebook, Twitter and Instagram accounts and our weekly mid-week inspiration e-blasts.



Shay Cameron Mar, Ending the Silence Program Assistant

scameronmar@namisa.org

Shay is a native of Washington DC and he has lived in Tucson since 2005. Shay's personal experience with major depressive disorder led him to volunteer with NAMI in 2015, and he joined the administrative staff in July of 2016. "NAMI is an amazing organization with a very important mission. I am proud to count myself as a contributor to NAMI's efforts, and I am grateful to be working with such a dedicated and positive group of people." Shay started his education as an art student and went on to study linguistics and business. He holds degrees from the University of Arizona, the University of California, Berkeley, and the Corcoran College of Art and Design in Washington DC. Shay continues

to expand his mental health awareness as a Peer Mentor in NAMISA's Peer to Peer program.

TOGETHER for Mental Health

50%

Fewer than half of the adults in the U.S. who experience mental illness get the help they need in a given year.

[#Together4MH](https://twitter.com/Together4MH)

naml.org/together4MH

MENTAL ILLNESS AFFECTS:

- 37% of LGB adults**
- 27% Mixed/Multiracial adults**
- 22% of American Indian or Alaska Native adults**
- 20% of White adults**
- 17% of Latinx adults**
- 16% of Black adults**
- 15% of Asian adults**

[#Together4MH](https://twitter.com/Together4MH)

naml.org/mlaw

RESOURCE SPECIALISTS



Anastasia Stalling, Resource Specialist
astalling@namisa.org

Anastasia began volunteering with NAMI Southern Arizona in 2013 as a receptionist. Over the years, she began taking on additional responsibilities, and in 2017, she became a staff member, acting as a Resource Specialist for people with mental illnesses, and their family members. Because of her personal and professional experience, Anastasia is able to empathize with many individuals from many walks of life, and help them in their path to recovery.



Lisa Cole, Resource Specialist
lcole@namisa.org

Lisa began volunteering with NAMI Southern Arizona in 2015. She has filled many roles at NAMISA, including receptionist, Ending the Silence presenter, and Peer to Peer and PSS Leader. In 2020, she became a staff member, acting as a Resource Specialist for people with mental illnesses, and their family members. When not working with NAMISA, Lisa enjoys spending time with her 3 cats, (Beatriz, Joey, and Simon) and her friends and family.

Recovery

In recent years, there has been increased recognition that recovery can refer to a person's improved capacity to lead a fulfilled life that is not dominated by illness and treatment. This is known as the "recovery approach" or "psychosocial rehabilitation."

In contrast to the medical approach, the recovery approach does not require people to experience reduced symptoms or the reduced need for medical and social care. It is more about experiencing the improved quality of life and higher levels of functioning despite the illness.

Recovery in this sense does not mean that the illness has gone into complete remission. It means that over time, through what for many is a long and difficult process, individuals can come to terms with their illness by first learning to accept it and then moving beyond it. They can learn to believe in themselves as individuals by learning their strengths as well as their limitations and coming to realize that they do have the capacity to find purpose and enjoyment in their lives in spite of their illness. The successful recovery model sees individuals with mental illness as active participants in their own recovery process.



**Wear the Silver
Pin to Promote
Awareness!**

September is National Suicide Prevention Awareness Month



NAMI Southern Arizona worked with the Pima County Board of Supervisors, to receive a proclamation and arrange for lighting the Pima County Courthouse in recognition colors to bring attention to the importance of suicide awareness and prevention.

We also requested tributes to those lost to mental illness so that we could put together a video tribute entitled "Gone Too Soon, Loved Enough for a Lifetime." The response was overwhelming! The video we created is available to see on Youtube, and we also showed it at the Pima County Board of Supervisors while receiving the proclamation.

We held our annual vigil for mental illness recovery and understanding in October. Photos are shown below.





National Alliance on Mental Illness

nami

**Southern
Arizona**

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Tucson, AZ 85711

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Visit us online!
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namisa@namisa.org

**JOIN US FOR THE
17th Annual NAMIWalks Event
Saturday, April 1, 2023
KENNEDY PARK- FIESTA AREA**